



## **APPLICATION PROCEDURAL GUIDE**

**For**

### **PLANNED SIGN PROGRAM**

**A) PURPOSE**

Signs for businesses located within commercial or industrial centers, complexes, or buildings designed for multiple occupancy, shall be coordinated so that a consistent design theme is established and maintained. No sign permit shall be issued to any one business until such coordinated Sign Program has been submitted and approved.

**B) GENERAL SIGN DESIGN REVIEW PRINCIPLES**

The Zoning Administrator will review the Sign Program, subject to the guidelines and principles set forth in Sections 19.60.220 through 19.60.250 of the city's Municipal Code, to insure that an orderly and harmonious pattern of signing is established throughout the center. After the establishment of a Planned Sign Program, subsequent sign permit requests within the center will be reviewed for their conformance with the Program criteria and the city's general sign design standards. The principles and guidelines for design review are set forth in the City of Chula Vista Design Manual. Copies of the Manual are available from the city planning division counter, or by calling (619)-691-5101.

Please refer to Chula Vista Municipal Code Sections 19.22 through 19.46 and 19.60 for requirements for the particular zone of the subject property and sign type. Further requirements may apply if subject property is located within an approved Sectional Planning Area (SPA) or Redevelopment Project Area. Please verify requirements that apply to your particular site with planning staff.

**C) APPLICATION**

An application form and the required copies of plans and supporting documentation shall be submitted to the Planning Division. See Application Checklist for details.

D) FILING FEE

Planned Sign Program  
Modification

\$ 350 Deposit  
\$150 Flat Fee

If the fee you submit with the application is a deposit, the amount of the deposit is an estimate based on an average processing time for the type of application. Your application may cost less or more depending on certain circumstances and complexity. If the cost of processing the application is less than the deposit amount, you will be reimbursed the balance. However, if the cost of processing is more than the deposit amount, you will be required to pay the difference.

If at any time, the amount of the deposit is depleted to a minimal level inadequate to continue processing, or if a deficit situation exists, the Planning & Building Department will request that additional funds be deposited with the City of Chula Vista within a specified time period. The amount requested will be based on an estimate of the time remaining to complete the project.

**IMPORTANT:** If the additional amount is not received by the specified date, it may cause the project to be delayed or postponed. In no case will a project be scheduled for consideration until the additional amount is received.

E) APPEALS

The applicant, or any interested party, may appeal most decisions of the ZA or DRC within 10 days after the decision is rendered. Appeals from the ZA are directed to the DRC, and appeals from the DRC are directed to the Planning Commission. A decision of the Planning Commission may be further appealed to the City Council.

F) SCHEDULING OF APPEALS

Appeals will be scheduled for the earliest available hearing date, which will normally be within 3-4 weeks from the date the appeal is filed. Contact planning staff regarding procedures for filing an appeal.

G) MODIFICATION TO PLANNED SIGN PROGRAM

Modifications to an existing Sign Program will be reviewed by the Zoning Administrator subject to the same design criteria shown above.